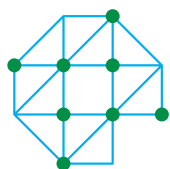


Blend your education

# Change and implementation strategies

Instruction



## Acceleration plan

Educational innovation  
with ICT



Facilitating professional  
development of lecturers

## Change and implementation strategies

TARGET GROUP	Managers and support departments
FORM	Prompting boards
TIME NEEDED	Variable
LEVEL	Institutions

### Background

Implementing blended learning across the institution is a challenging change process. Unfortunately, there is no standard prescription for optimal implementation. This depends on the context and target group, which is why it is important to think carefully about the strategies you will use. This relates to methods and approaches to implement a major change, about which quite a lot is known by now. This product unpacks a number of well-known change strategies focused on implementing blended learning.

### Method

This product consists of different prompting boards that include summaries of common change strategies and models you can use in the process. This information is intended for managers and support departments who have a role in shaping change. If you are already well versed in change strategies, you won't find much new information here. This is only a summary gleaned from the literature on change management and innovation. But even then, it remains a challenge to go from theoretical insights to an appropriate approach that will work well for your purpose and in your situation. It is therefore best to consider this product mainly as inspiration to start the thought process on implementing blended learning.

### Implementation

This product is intended to be used by groups during a discussion. Participants can preview the content in advance and, for example, note questions or comments. You can then jointly discuss the questions raised in the roadmap. Try to establish a shared strategy, and use the principles formulated as input for a plan of action.



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**Acceleration Plan Educational Innovation with IT**  
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**Acceleration plan**  
Educational innovation  
with ICT



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When you are together as a team, it is a good idea to discuss the questions in the block on choosing a change approach. On the basis of this conversation, you choose a strategy, or several strategies, which you work through in stages or partially. The next step is to develop the strategy into a plan of action. This product is well-suited to pair with the other product on getting started with an action plan.

### If you would like to find out more, see the following (in Dutch):

- [Article on colour theory of change](#)
- [Additional article on colour theory, revisited after 20 years](#)
- [Explanation of Kotter's eight-step change model for change managers](#)
- [Change processes and leadership in organisations](#)
- [Support for selection tool from Educational Innovation with IT](#)
- [Book: Verandercompas \(Change compass; Jelger Spijkerboer, 2020\)](#)
- [Book: De kunst van veranderen \(The art of change; De Witte & Jonker, 2004\)](#)
- [Book: Essentie van verandermanagement \(Essence of change management; Vink, 2021\)](#)

## Justification and sources

Some well-known change models were used to create the prompting boards, namely: Kotter's change steps and Rogers' adoption model. These models were chosen because they are concrete and readily applicable. Another source used is Jelmer Spijkerboer's book, 'Veranderkompas' (Change compass), which summarises several change strategies. Last but not least, information was also drawn from personal experience.

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*The Acceleration Plan for Educational Innovation with ICT is a four-year programme focused on bringing initiatives, knowledge, and experiences for digitalisation together. The programme is an initiative of SURF, the Netherlands Association of Universities of Applied Sciences, and the Association of Universities, and is organised in eight acceleration zones. In the zone Facilitating professional development for lecturers, 16 institutions are working on improving the professional development of lecturers in Dutch higher education.*



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